



NATIONAL FAMILY AND SURVIVORS CIRCLE

Nothing About Us, Without Us

Job Description Communications Strategist

Identifying Information

Title:	Communications Strategist	Employment Status:	Full-Time
Reports to:	NFSC Inc Chair/President	Employment Type:	Term Employment, 2 Years
Department:	Communications	Salary Range:	\$85,000 - \$95,000, depending on qualifications & experience
Job Location:	Headingley, MB	Date Revised:	March 2025

Job Summary

Under the direction of the NFSC Inc Chair/President, the Communications Strategist plays a key role in advancing the National Family and Survivors Circle Inc. (NFSC Inc)'s mission by developing and executing culturally competent, trauma-informed, and impactful communication strategies. This position is responsible for managing NFSC Inc's public presence, media relations, digital content, and strategic messaging, ensuring that the voices of Missing and Murdered Indigenous Women, Girls, and 2SLGBTQIA+ people (MMIWG2S+), as well as survivors of gender- and race-based violence and impacted families, remain at the center of all advocacy efforts.

The ideal candidate has extensive experience in communications, a deep understanding of Indigenous cultures and traditions, and the ability to engage with sensitive subject matter with empathy and respect. This role requires strong storytelling, public relations, and crisis communication skills, as well as the ability to collaborate with internal teams, external partners, and media professionals to enhance NFSC Inc's impact.

Key Responsibilities

Strategic Communications and Messaging:

- Develop and implement a comprehensive communications strategy that aligns with NFSC Inc's mission, vision, values, and principles, ensuring all messaging is culturally relevant, trauma-informed, and accessible to diverse audiences.
- Craft compelling and effective content, including reports, press releases, opinion pieces, social media posts, and public statements, that highlight NFSC Inc's advocacy work and amplify the voices of survivors and impacted families.
- Ensure that NFSC Inc's messaging is consistent across all platforms, maintaining a strong, clear, and respectful narrative that reflects the lived experiences and expertise of Indigenous communities.

Media Relations and Public Engagement:

- Act as NFSC Inc's primary media contact, building relationships with journalists, influencers, and media outlets to increase coverage of Indigenous rights, justice, and gender-based violence issues.
- Develop media kits, fact sheets, and backgrounders to support NFSC Inc's initiatives and advocacy efforts, ensuring media professionals have accurate and contextually appropriate information.
- Respond to media inquiries, coordinate interviews, and prepare key spokespeople with culturally appropriate talking points and messaging strategies.

Digital Communications and Content Creation:

- Oversee NFSC Inc's digital presence, including website content, social media platforms, and online advocacy campaigns, ensuring messaging is engaging, informative, and aligned with Indigenous perspectives.
- Develop and manage a digital content calendar, ensuring timely and relevant posts that support NFSC Inc's goals and respond to current events affecting Indigenous communities.
- Monitor social media engagement and analytics, adjusting strategies as needed to maximize reach and effectiveness.

Crisis Communication and Advocacy:

- Support NFSC Inc's crisis response efforts by developing culturally sensitive, trauma-informed messaging during critical events or emerging issues affecting Indigenous women, girls, and 2SLGBTQIA+ people.
- Coordinate with leadership and legal teams to ensure that all public responses align with NFSC Inc's values and advocacy principles.

- Provide guidance to staff and community partners on how to navigate sensitive communications, ensuring that all messaging respects survivors and impacted families.

Community Outreach and Partnerships:

- Collaborate with Indigenous organizations, advocacy groups, government bodies, and civil society organizations to strengthen NFSC Inc's reach and influence.
- Organize and facilitate community events, webinars, and workshops that elevate the voices of Indigenous women, girls, and 2SLGBTQIA+ people, fostering awareness and engagement.
- Work closely with NFSC Inc leadership to develop communication materials that support fundraising, partnership development, and stakeholder engagement.

Confidentiality and Ethical Communications:

- Maintain the highest standards of confidentiality, integrity, and respect when handling sensitive information, particularly when sharing the stories and experiences of survivors and impacted families.
- Ensure that all communication strategies and materials reflect NFSC Inc's commitment to decolonization, social justice, and Indigenous-led advocacy.
- Uphold ethical storytelling practices, ensuring that survivors and impacted families are represented with dignity and agency in all public-facing materials.

Qualifications

- A Bachelor's Degree in Communications, Journalism, Public Relations, Indigenous Studies, or a related field is required.
- A Master's Degree in a relevant discipline is considered an asset.
- At least 5 years of experience in communications, public relations, or journalism with a strong focus on Indigenous issues, social justice, or human rights.
- Experience working with Indigenous communities or organizations, demonstrating a deep understanding of Indigenous governance structures, traditions, and storytelling practices.
- Proven track record in media relations, including pitching stories, writing press releases, and coordinating interviews with journalists, broadcasters, and digital media professionals.
- Demonstrated experience in crisis communications, handling sensitive and urgent messaging related to justice, advocacy, or social change.
- Expertise in digital content creation and management, including overseeing websites, social media platforms, and multimedia campaigns that effectively engage target audiences.
- Experience in advocacy communications, crafting messaging that amplifies survivor voices, advances policy change, and engages government agencies, policymakers, and funding organizations.
- Proficiency in developing and executing strategic communication plans, including measuring the impact of campaigns through data analytics, media coverage tracking, and audience engagement metrics.
- Experience writing and editing reports, speeches, and funding proposals, ensuring clarity, professionalism, and alignment with NFSC Inc's mission and goals.
- Strong background in community engagement and stakeholder relations, collaborating with grassroots organizations, frontline workers, and advocacy networks.

Competency Requirements

To perform the job successfully, the individual should demonstrate the following:

- Ensure smooth day-to-day program operations under the guidance of the NFSC Inc Chair/President.
- Strong understanding of Indigenous cultures, traditions, and protocols, with a demonstrated ability to communicate with cultural humility and respect.
- Exceptional writing, storytelling, and public speaking skills, with the ability to craft messages that resonate with diverse audiences.
- Proficiency in strategic communications planning, media engagement, and content development.
- Strong research and analytical skills, with attention to detail and the ability to synthesize complex issues into accessible language.
- Familiarity with decolonization principles, social justice frameworks, and trauma-informed communication practices.
- Knowledge of government policies and initiatives related to Indigenous rights, justice, and gender-based violence.

- Deep empathy, resilience, and a commitment to supporting survivors and impacted families through ethical and trauma-informed communication.
- Ability to work independently while effectively collaborating with a diverse team.
- Strong organizational and time-management skills, with the ability to handle multiple priorities in a fast-paced environment.
- Proficiency in Indigenous languages is a strong asset.

Working Conditions

- Regular engagement with emotionally sensitive topics, including discussions about MMIWG2S+.
- Exposure to accounts of gender-based violence and homicide, requiring a high level of professionalism, emotional resilience, and the ability to engage with difficult topics in a respectful and supportive manner.
- Travel is required to attend meetings, community events, and conferences.
- A flexible and adaptive approach is necessary, as priorities may shift based on urgent advocacy needs.

Acknowledgment and Agreement

I have read and understand this job description. I acknowledge that it accurately reflects the primary duties and responsibilities of my position as Communication Strategist at the National Family and Survivors Circle Inc. I understand that this job description may be modified as needed and will be reviewed annually for accuracy.

Employee Signature

Date

I certify that this is an accurate description of the responsibilities required for the Communications Strategist position. It forms the basis for the position's classification level and performance appraisal. The employee has received a copy of this job description.

Immediate Supervisor

Date